

Jewelers Mutual to Cover Smart Jewelry

August 3, 2015

Source: JCK Online.com

Jewelers Mutual Insurance Co. has announced that it will cover smart jewelry under the same terms that it currently covers traditional jewelry.

“As a leader in the jewelry insurance industry, we continuously monitor and adapt to our customers' needs, and providing coverage for smart jewelry is a great example of our quick response,” said Scott Murphy, president and CEO of Jewelers Mutual. “It is important that we continue to evolve with emerging lifestyle trends and innovations, just like our members. Jewelers Mutual protects all types of jewelry, from engagement rings and watches to cufflinks and loose stones. It's only natural that we extend that same coverage to smart jewelry.”

He said the brands covered will include Apple, Bulgari, Cuff, Frederique Constant, MICA by Intel, Ringly, Swarovski, and TAG Heuer.

“There aren't many options for those looking to protect their smart jewelry,” he said. “Whether you wear a smartwatch or a high-end fitness tracker, we are happy to extend coverage to include it.”